

About the California Tobacco Control Program (Making a Difference)

Who is CTCP?

The California Tobacco Control Program (CTCP) is a program of the [California Department of Public Health \(CDPH\)](#). Since 1990, CTCP has been a leader in the fight to keep tobacco out of the hands of youth, to help tobacco users quit, and to ensure that all Californians can live, work, play, and learn in tobacco-free environments.

What Does CTCP Do?

CTCP has helped save over **one million lives** and over **\$86 billion in health care costs** for California – so far!

CTCP funds and coordinates the efforts of local communities in California to create smoke-free environments, prevent illegal sales of tobacco products to youth, counter the aggressive marketing practices of the tobacco industry, and help smokers to quit – for good. Some examples of these efforts include:

- Creating smoke-free outdoor dining experiences on restaurant patios
- Keeping local and state beaches, parks, trails, and recreation areas free of cigarette smoke and tobacco waste.
- Protecting people who live in multi-unit housing complexes from second- and third-hand smoke
- Preserving landscapes and wildlife by reducing tobacco waste and its negative effects on the environment
- Safeguarding community and youth-focused events from tobacco industry marketing
- Ensuring that patients in assisted-living facilities and children in licensed daycare and foster-care homes are cared for in a smoke-free environment
- Defending communities from aggressive tobacco industry marketing that often directly targets vulnerable populations such as youth, low-income and people of color

Policy efforts are supported by CTCP's media campaign, which raises awareness about the deadly effects of tobacco and secondhand smoke; and the tobacco industry's deceptive tactics to hook new users and keep current smokers addicted. CTCP also provides free services to help smokers quit. ⁱ

To ensure that federal, state, and local laws on everything from tobacco advertising to illegal cigarette sales to youth are followed, CTCP works closely with enforcement agencies including the [U.S. Food and Drug Administration](#), the [Office of the Attorney General](#), the California Department of Public Health Food and Drug Branch, local police departments, sheriffs' offices, and code compliance officers, as well as county counsel and city attorneys.

CTCP currently works in all 58 counties in partnership with many non-profit community-based organizations around the state. CTCP always strives to build new [partnerships](#) and to gain and apply new knowledge to help people lead healthier, tobacco-free lives.

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Is Tobacco Use Still a Problem?

While we've made significant progress, tobacco use continues to take a terrible toll — physically, emotionally and financially — on families throughout California.

- Tobacco remains **the number one cause of preventable death, disease and disability** in California and the country. Every year, more than [35,000](#) people in California die prematurely from a tobacco-related disease.
- More than **3.6 million Californians still smoke** – more people than the total populations of 23 states and the District of Columbia.
- The [cost of smoking in California](#) is **\$18.1 billion, or \$3,400 per smoker**. All Californians are paying these costs, not just smokers.

Meanwhile, the tobacco industry's marketing efforts continue to outspend the state's Tobacco Control Program 8 to 1, year after year.

History of the California Tobacco Control Program

On November 8, 1988, Californians approved a 25-cent tax on cigarettes, which led to one of the world's most successful public health efforts. The [Tobacco Tax and Health Protection Act \(Proposition 99\)](#) dedicated 5 cents of the 25-cent tax to fund California's tobacco control efforts, including funding for local health departments and community organizations, a groundbreaking media campaign, and tobacco-related evaluation and surveillance. This comprehensive approach has changed public attitudes toward tobacco use, creating an environment where tobacco is less desirable, less acceptable, and less accessible.ⁱⁱ

At CTCP's inception, more than 1 in 5 adults in California smoked cigarettes; today, that number is less than 1 in 8.ⁱⁱⁱ Similarly, the number of cigarettes smoked by Californians has fallen by more than 62 percent.^{iv} CTCP is credited with saving more than one million lives^v and over \$86 billion in health care costs. And, as the world's first and longest-running comprehensive tobacco control program, California has defined best practices for comprehensive tobacco control efforts that have been modeled throughout the nation and the world.

Today, CTCP continues to change social norms about tobacco use and decrease tobacco-related death, disease, and disability in California. Emerging priorities include decreasing marketing where tobacco is sold and addressing the environmental impact of tobacco waste (i.e. cigarette butts).

How Do I Get Involved in My Community?

Local tobacco control programs funded by CTCP are working across California to **protect you and your family** from breathing cigarette smoke in parks, beaches, schools, restaurants, workplaces and other public areas. Local tobacco control advocates also work with retailers and local law enforcement to **stop illegal sales of tobacco to youth**. Each county supports a comprehensive tobacco control program and community coalition, and many non-profit community-based organizations run local projects. CTCP also supports the California Smokers' Helpline, where free services to help smokers quit are available at 1-800-NO-BUTTS or online at www.nobutts.org.

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Find [local programs in your area](#) or join the fight against tobacco online at www.Facebook/FightTobacco.

ⁱ Lightwood J.M., A. Dinno, and S.A. Glantz. Effect of the California Tobacco Control Program on Personal Health Care Expenditures. [PLoS Medicine 2008. Volume 5, Issue 8, e178. August 2008.](#)

ⁱⁱ California Department of Health Services. 1998. *A Model for Change: The California Experience in Tobacco Control*. Sacramento, CA: California Department of Health Services.

ⁱⁱⁱ California Department of Public Health. *California Adult Tobacco Survey 2010*. Sacramento, CA, 2011.

^{iv} California State Board of Equalization (packs sold) and California Department of Finance (population). U.S Census, Tax Burden on Tobacco, and the United States Department of Agriculture using data by fiscal year (July 1-June 30). Sacramento, 2011.

http://www.boe.ca.gov/meetings/pdf/N6_111511_Backfill_for_Effects_of_Prop_10.pdf

<http://www.dof.ca.gov/research/demographic/reports/projections/p-3/>

^v California Tobacco Control Program, <http://www.cdph.ca.gov/HealthInfo/news/Pages/NR2009-25-Tobacco.aspx>.